

Appliances and Electronics Specialists in China

Market Direction | 2024-03-06 | 35 pages | Euromonitor

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Report description:

In 2023, sales of consumer appliances and consumer electronics saw solid growth in China, thanks to the end of the pandemic, and the "Old for new", and "Subsidies for green and energy-saving household appliances" policies. However, despite this, and despite the resumption of traffic in shopping centres and shopping streets, sales of appliances and electronics specialists continued to see a slight decline in China in 2023, with a decline also seen in the number of outlets. Appliances and electron...

Euromonitor International's Appliances and Electronics Specialists in China report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Appliances and Electronics Specialists market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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Euromonitor International
March 2024

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